



RFP No. 12-03

Questions & Answers

Question #1: What is your annual budget and how is it disbursed?

Answer: The budget is a bit open ended at this time. The marketing unit of EDA functions as something of an internal marketing/pr agency serving the four departments of EDA as well as two additional departments now coming under contract with our group. Each department has a defined (but slightly malleable) marketing budget, which covers our services as well as external services. The company contracting for PR services at the end of this RFP will actually receive five separate purchase orders, each with no minimum and a cap of \$50,000 for the remainder of the current fiscal year (which ends in June). Budgets for FY 09-10 will be determined in the winter/spring of 2009. These departments function under the umbrella of EDA, but largely independent of one another with various funding sources tied to different rules. The PR contractor's work will be based on a defined role within a series of individual projects commissioned by the departments or EDA.

Question #2: Will there be any meetings, trade shows or conferences that we would be required to travel to or attend?

Answer: The only required meetings will be occasional internal meetings with staff or departments. It's possible, however unlikely, that the company may need to send a representative to an event such as ICSC or Corenet, where EDA has a presence.

Question #3: How many points of contact will we be working with on this entire project?

Answer: The PR contractor may interact with several staff in marketing, but all work will be assigned and/or authorized by the marketing coordinator, unless otherwise designated.

Question #4: Approximately how many documents would be produced and what is the frequency of production?

Answer: Documents will typically not originate with the pr contractor. Content will be produced by others, with the pr contractor focused on finding channels for dissemination. The group may be asked to rework some of the pieces for a different audience on occasion. The PR role in this system is primarily to create the message delivery system, with a limited role in the message itself.

Question #5: What format would you like the final copy presented in? Hard copies? Digital files? Specific format?

Answer: At least one copy of the submission should be delivered as a hard copy. A digital version (in addition to the printed submission) should be included for easy duplication as each submission will be reviewed by several people.

Question #6: Will there be any time constraints placed on each project?

Answer: All projects will have deadlines. These timelines will be developed as early as possible in the process. There may be scenarios when a very fast response will be requested due to unforeseen events requiring pr action.

Question #7: What is the typical production time allotted to each project?

Answer: Most projects commence six weeks to three months before needed as part of planned business. EDA marketing will work with its client departments to maintain proper planning to the greatest extent possible.

Question #8: What is your typical revision process? (ie: how many people revising and approving, turn around time from county)

Answer: Revisions will typically take 48 hours or less, if the project is contained within EDA. However, some projects will include members of the Board of Supervisors. Revisions from Board members may take longer, depending on the project, its time sensitivity and the individual involved.

Question #9: What is involved in the verification process for the proposal presentation? Is the vendors authorized signature on the cover page sufficient or are there additional steps that need to be taken?

Answer: The vendor's authorized signature will suffice. This RFP is structured as an informal RFP.